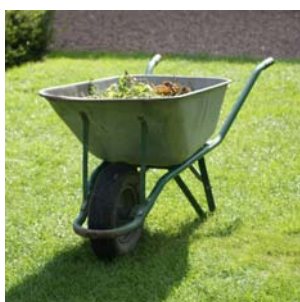


# HORTICULTURE INDUSTRY GUIDE

Updated 20 January 2012



## Directories

**BALI : Whos Who - Landscape Directory 2011** (Ten Alps Publishing Ltd)

[(B) DIR 712.0294105 BUS]

Guide to the members of the British Association of Landscape Industries, services and industry professionals

**Four Oaks Nurseries : Exhibition Guide & Trade Directory 2009** (Haymarket Professional Publications) [(B) DIR 630.2094 BUS]

Buyers guide for horticultural services & products

**Garden & Hardware Yearbook 2011** (Media One Communications) [(B) DIR 338.47635 BUS]

Directory of Suppliers. Industry predictions. Also list exhibitions and events

**Horticulture Week Buyers' Guide 2011** (Haymarket Publications Ltd)

[(B) DIR 635.02941]

Directory for commercial buyers of horticulture products and services

**Horticulture Week: Plant Suppliers Guide 2012** (Haymarket Publications Ltd)

[(B) DIR 338.47635 BUS]

Guide to nursery stock, bedding and pot plant suppliers in the UK and overseas

**Horticulture Week What Kit? Update 2010** (Haymarket Publications Ltd) [(B) DIR 338.47635 BUS]

Contains independent kit/equipment reviews and also product listings

**SALTEX: official catalogue 2011** (The AFL Deeson Partnership Ltd) [(B) DIR 635.96402941 BUS]

Institute of Groundsmanship catalogue and industry buyers guide for groundscape, landscape and turfcare equipment

## Small Business Help

### **How to start your own gardening business: an insider guide to setting yourself up as a professional gardener** (Paul Power, 2007) [(B) SBH 635.0681 BUS]

A practical and informative guide for anyone wishing to set up a new gardening business.

### **Buying and Running a Florist Shop** (Alan Peck, 2005) [(B) SBH 381.4159 BUS]

A guide to all the business aspects of buying and running a florist shop, including finding the right shop, buying stock and offering delivery services.

### **Florist - BOP055** (Cobra, 2010) [Available onsite via electronic sources]

Detailed article on how to start and run a florist, including information on necessary qualifications and skills required, key market issues, risk factors and relevant legislation

### **Garden Designer - BOP252** (Cobra, 2011) [Available onsite via electronic sources]

Detailed article on how to start and run a garden design business, including information on necessary qualifications and skills required, key market issues, risk factors and relevant legislation

### **Garden Supplies Retailer - BOP070** (Cobra, 2011) [Available onsite via electronic sources]

Detailed article on how to start a garden supplies business, including information on necessary qualifications and skills required, key market issues, risk factors and relevant legislation

### **Gardener - BOP290** (Cobra, 2011) [Available onsite via electronic sources]

Detailed article on how to start and run a gardening business, including information on necessary qualifications and skills required, key market issues, risk factors and relevant legislation

### **Landscape Gardener - BOP014** (Cobra, 2011) [Available onsite via electronic sources]

Detailed article on how to become a landscape gardener, including information on necessary qualifications and skills required, key market issues, risk factors and relevant legislation

### **Micro Garden Designer - MBP144** (Cobra, 2011) [Available onsite via electronic sources]

Brief fact sheet giving sources of information and advice.

### **Plant and Flower Consultant - MBP145** (Cobra, 2011) [Available onsite via electronic sources]

Brief fact sheet giving sources of information and advice.

### **Gardening and Garden Services - SYN 062** (Cobra, 2010) [Available onsite via electronic sources]

Covers market segmentation and performance, current trends and influences and also government regulations.

## Market Research & Statistics

### **Commercial Horticulture & Garden Centres : Business Ratio Report** (Key Note, 2010) [A-Z sequence by title] [Also available onsite via electronic sources]

Gives financial information about and league table positions for the 134 leading UK companies. Includes performance tables arranged according to such factors as size, profitability, liquidity, gearing, employee productivity and growth rates.

### **DIY and Gardening in the United Kingdom** (Euromonitor, 2009) [Available onsite via electronic sources]

This report includes key trends and developments plus market data in the gardening sector.

### **Fruit, Flower and Vegetable Growers and Merchants : Financial Survey Report** (Key Note, 2009) [A-Z sequence by title]

Gives financial information on UK companies. Has sections for quoted companies, unquoted merchants and unquoted growers. There are also geographical and auditors' indexes.

**Garden Equipment** (Key Note, 2009) [A-Z sequence by title] [Also available onsite via electronic sources]

Gives market size, industry background, competitor analysis, buying behaviour, current issues, the global market, forecasts, profiles of a few of the major companies and further sources.

**Gardeners Online : use of the internet for information advice and purchasing garden products 2009** (Horticultural Trades Association) [(B) MKT381.456350941BUS]

This report highlights the significant growth in internet use for buying garden products online.

**Gardening in the United Kingdom** (Euromonitor, 2009) [Available onsite via electronic sources]

A brief report covering trends, prospects and new product developments.

**Green Gardening :Gardens gardeners and the environment 2009** (Horticultural Trades Association) [(B) MKT 635.0480941 BUS]

This report provides the industry with an up to date overview of it's consumers' and particularly gardeners' – knowledge and attitude towards a range of environmental issues

**Horticultural Retailing** (Key Note, 2008) [A-Z sequence by title] [Also available onsite via electronic sources]

Covers growing stock, products for garden care, tools and equipment, buildings, garden furniture/barbecues, paving, garden lighting , retail outlets and garden centres. Gives information relating to these on market size, industry background, competitor analysis, buying behaviour, outside suppliers to the industry, profiles of the major companies and further sources.

**Retail Futures 2011: UK DIY & Gardening** (Verdict, 2011) [Available onsite via electronic sources]

These Verdict quarterly reports are constantly updated to provide economic insight, accurate forecasts and analysis of retail sectors, examining market demand and price pressures

**UK DIY & Gardening Retailers 2011** (Verdict, 2011) [Available onsite via electronic sources]

Analysis of the DIY & gardening market dynamics, growth, market shares, trends and drivers, key issues and includes in-depth profiles of the major players in the sector

**UK Annual Forecasts 2010-2015: DIY & Gardening** (Verdict, 2011) [Available onsite via electronic sources]

An indepth look at the DIY and gardening market through to 2014, forecasting the components of the market and key metrics

## Trade Magazines & Newsletters

**Chronica Horticulturae** (International Society for Horticultural Science, quarterly) [(P) DT 34 - E(5) Science 2]

Includes reports on international symposia and conferences and news on horticulture from around the World. There are also articles about different countries, regular features on new books/web sites and an events listing.

**Commercial Greenhouse Grower** (ACT Publishing, monthly) [(P) DT 37 - E(2) Science 2]

Monthly publication which has news items and feature articles covering topics which fall into such categories as 'ornamentals', 'cut flowers' and 'salads'. There is also coverage of major shows like the one held at Hampton Court.

**Flora International: floral art, floristry, flower crafts** (ZK.9.b.18307) [Must be ordered using Explore the British Library]

Includes articles on all aspects of floristry, flower arranging and allied crafts, with inspiration for new contemporary ideas from around the world. Features include seasonal ideas, articles on 'how to' and up-to-date information on the myriad of products and services available to the florist and flower arranger

**Florist & Wholesale Buyer** (Wordhouse Publishing Group, monthly) [(P) DT 25 - E(4) Science 2]  
Includes articles, news items, information about companies and a regular feature called 'What's New'. An annual directory entitled 'Product Pages' comes with the periodical. It gives A-Z and classified listings of suppliers to the flower industry

**Garden Answers** (Haymarket Publications, monthly) [(P) DT 53 - E(10) Science 2]  
As well as providing answers to readers' questions has features on particular plants, garden design and 'fruit and veg'. Practical advice on gardening is also given.

**Garden Centre Monthly** (Flower Trade Journal Ltd, monthly) [(P) DT 43 - E(6) Science 2]  
Covers many different aspects e.g. useful products, ornaments, marketing strategies and management. There are also interviews with garden centre managers and articles about particular centres.

**Garden Trade Specialist** (Arundel Publishing) [(P) 338.47635028 -E(2) BUS]  
Includes news, Trade Show reviews and a buyers guide

**Garden Hardware News** (Media One Communications) [(P) 338.47635028 -E(1) BUS]  
Covers industry news and hardware innovations. Also has a Retail Plants & Shrubs supplement

**Gardening Which?** (Consumers' Association, monthly) [(P) DT 53 - E(9) Science 2]  
Includes 'News and Views' section, reports on tests of new products, advice on various aspects of gardening and plant-growing, new plants and flowers and also features about garden birds and garden design.

**The Horticulturist** (Institute of Horticulture, quarterly) [(P) DT 00 - E(45) Science 2]  
Has articles covering such topics as seeds, plant-collecting and organising gardens (including dealing with problems). Regular features include 'Research Round the World', book reviews and lists of events.

**Landscape & Amenity Product Update** (Tanner Stiles Publishing Ltd, monthly) [(P) WF 00 - E(23) Social Science]  
Has information about and photographs of garden products and machinery (including seats and lawnmowers).

**Nurseryman and Garden Centre** (Journal of the Horticultural Trades Association, weekly) [(P) DT 43 - E(3) Science 2]  
Contains news items, details of forthcoming events, experts' opinions and articles about, for example, particular companies, exhibitions and pack trials.

## Internet Sources

### Agnet

Resource directory for agriculture and horticulture in the United Kingdom. Includes links to web sites and lists of addresses which are of interest to the horticulturist.

<http://www.agnet.co.uk>

### Alpine Garden Society

The Society is for anyone interested in alpine plants, rock gardening and rock garden plants or any

small hardy plants and bulbs. Has specimen seed list, details of foreign tours and information about shows in the UK.

<http://www.alpinegardensociety.net>

#### **Association of Professional Landscapers**

A specialist national group within the Horticultural Trades Association. Provides advice, education, research, public relations, benchmarking indexes and representation services to its members.

<http://www.landscaper.org.uk>

#### **British Association of Landscape Industries**

BALI is the national body representing landscape contractors in the UK. Included on the site are news items and a notice board.

<http://www.bali.co.uk>

#### **British Florist Association**

Primarily aimed at professional florists however does have a consumer section with flower care tips and other information. Has an on-line directory of florists which can be searched by region. There is also information about courses and shows.

<http://www.britishfloristassociation.org>

#### **Carryon Gardening**

A site created by Thrive, 'a national charity that enables disadvantaged, disabled and older people to participate fully in the social and economic life of the community'. Included is information about tools, gardening organisations and a range of particular topics. There is also a facility for the exchange of ideas.

<http://www.carryongardening.org.uk>

#### **Commercial Horticultural Association**

The trade association for suppliers to commercial horticultural growers. The site provides a buyer's guide to exporters/manufacturers and distributors, information about new products and listings of trade shows in the UK and overseas.

<http://www.cha-hort.com>

#### **Flowers & Plants Association**

Promotes cut flowers, indoor plants and other aspects of commercial floriculture. Membership is open to anyone working in the cut flower, indoor plant and related areas, including wholesalers, importers, exporters, retailers, growers, colleges, distributors, manufacturers and publishers

[www.flowers.org.uk](http://www.flowers.org.uk)

#### **Garden Centre Association**

Provides a garden centre association members' directory which can be searched by name or area and a list of UK events.

<http://www.gca.org.uk>

#### **Garden Industry Manufacturers' Association**

The Association describes itself as the 'major trade association in the UK garden market'. The site gives general news, information about the GIMA awards and useful industry links. Plus a New Products digest.

<http://www.gima.org.uk>

#### **Gardenforum**

Covers topical items (e.g. company results and price comparisons) and events world-wide. There is also a section which provides advice from industry specialists on a wide variety of subjects.

<http://www.gardenforum.co.uk>

### **Horticultural Trades Association**

Has information about the HTA services and recent research .The full database is available to HTA members only and details about joining the Association are given.

<http://www.the-hta.org.uk>

### **Horticulture Development Company**

Provides 'near-market research and development for the benefit of UK horticulture'. The site includes news items and details of UK events.

<http://www.hdc.org.uk>

### **Horticulture Week**

The latest news, jobs and technical advice for nurseries, edibles production, garden retailing, landscaping, parks

<http://www.hortweek.com/>

### **Horticulture Week – What Kit?**

Buyers' guide for landscape, turf, grounds maintenance, arboriculture, horticultural and amenity equipment. Includes tests, reviews, buying advice and product information.

<http://www.whatkit.co.uk/>

### **Institute of Horticulture**

Includes information about the institutions and organisations offering courses, events world-wide and consultants. Also included is a bibliography covering 'Research Round the World' taken from the Institute's journal The Horticulturalist.

<http://www.horticulture.org.uk>

### **International Society for Horticultural Science**

Apart from giving information about the Society (including the events it organises and the text of its journal Chronica Horticulturae) the site allows the user to search the latest edition of the ISHS Horticulture Research International directory.

<http://www.ishs.org>

### **Landscape Design Trust**

The Landscape Design Trust is an independent organisation, registered as a charity. This website contains information on suppliers, publications, news, jobs and links for the landscape and garden design industry.

<http://www.landscape.co.uk>

### **National Society of Allotment and Leisure Gardeners**

Gives information about the Society's advice/legal services and lists allotment and gardening societies both in the UK and abroad.

<http://www.nsalg.org.uk>

### **Royal Horticultural Society**

Gives news, information about events world-wide, a full list of gardens open in the UK, advice about popular gardening topics and details of RHS libraries.

<http://www.rhs.org.uk>

Note: Every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may have been added to the collection since this document was last updated. Please ask for help at the enquiry desk or check Explore the British Library for more details.



Images by [Andrew Michaels](#), [lizjones112](#), [sha-put-ski](#) under a [Creative Commons license](#)